

ABSTRACT OF THE DISCLOSURE

PROSPECT QUALIFYING CALCULATOR

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A method, system, and computer program product for determining whether to attempt to sell a product or service to a potential client is provided. In one embodiment, a set of criteria questions identified as
10 being important in determining whether to attempt to sell the offering to the potential client are determined. Then a set of possible answers to each of the criteria questions is also determined. A respective criteria question weighting factor is assigned to each criteria
15 question and an answer weighting factor is assigned to each potential answer for each respective criteria question. Answers to each of the criteria questions are determined and a qualifying score is calculated. The qualifying score allows different potential clients to be
20 compared to one another as to which is more likely to be receptive to the offered product or service and allows determinations as to which potential customers to target for attempted sale of the product or service in a systematic and repeatable fashion.